1.03 “When Julius Sees Her”

**Publicity Campaign**

**Directions:** For this activity, you are on the publicity team for a local theater. Your team’s assignment is to prepare a publicity kit (brochure, flyer, program, and newspaper advertisement) for the upcoming play, *When Julius Sees Her****.***

Before beginning work on the publications, each team should develop a list of the quality measures (criteria) for each publication. Once the team’s list has been developed, team members must partner with representatives of other teams to discuss and evaluate the criteria. Discussions, revisions, and collaborations must continue until one set of criteria has been developed for each publication.

Once the class set of criteria has been developed, the class should determine how the criteria will be used in a rubric for evaluation of the assignment. For example, will the projects be evaluated as Above Standard, At Standard, and Below Standard, or by some other quantifier?

Resources for graphics and layouts may be found online at

* <http://desktoppublishing.com/dtplinks.html>

Details about the play are as follows:

* Opening night is May 1 and runs for 5 consecutive nights
* Show times are 7:30-10:00 nightly
* Tickets are $7.50 for adults, $3.50 for children under 12, and $6.50 for senior adults
* Cast members (each student should select a character role):
  + *Student Name–* Darma
  + *Student Name–* Julius
  + *Student Name –* Darma’s best friend and fellow waitress
  + *Student Name –* Cook at the diner
  + *Student Name–* Frequent patron at the diner
* **Play synopsis**: When Julius Sees Her is a comedy and a love story. Julius is teenager who falls in love at first sight with Darma, a college student who is a waitress at a local diner. Julius spends his days during school dreaming and scheming of ways to impress Darma. He rushes home after school before going to the diner where he orders endless cups of coffee and bottomless bowls of the daily soup special, the cheapest items on the menu. The story evolves as Julius strategizes ways to get Darma to notice him instead of the volumes of coffee and soup he orders.
* Students/teams may embellish the play as is or develop one of their own.

1. **Design a Tri-Fold Brochure**

The brochure should provide enough information about the play that the reader will want to pay the admission fee, but not so much that the reader will know the details of every scene.

1. **Design the Flyer**

The flyer should catch the reader’s eyes and entice further inspection of the program details, including the dates of the shows, time, place, and cost of tickets.

1. **Design the Play Program** that includes the following:

A cover page which includes a graphic image of a scene in the play or the theatre, the title of the play, the name of the theatre, and the dates of the performance

1. A table of contents listing the pages and page numbers
2. An agenda, which often is simply a chronological list of the scenes or acts and intermission
3. Short biographies and a photo of each character, including their hometown, educational background and training, and the roles played in other productions. (Team members should design backgrounds and biographies of the actors and may use pictures of themselves dressed up as the characters in the play.)
4. Advertisers and sponsors are listed and thanked in full-page or half-page sections in the back of the program. (Advertisers and sponsors may be fictional creations of the team.)
5. **Design a ¼ page Newspaper Ad**

Include the title of the production, the date and time, the place where tickets are available, ticket prices, the lead actors, and a short description about the play.

1. Print and assemble all of the documents into one package. Distribute the entire package to another team for evaluation. Each team evaluates and rates the other team’s projects using the rubrics developed at the beginning of the activity.
2. Once all projects have been reviewed by all teams, each team should gather to review the comments and evaluations and prepare a list of action statements that will be used to improve their performance on the next assignment.

1.03 "A Midsummer Night's Scream"

Publicity Campaign

For this activity, you are on the publicity team for a local theater. Your team’s assignment is to prepare a publicity kit (brochure, flyer, program, and newspaper advertisement) for the upcoming play, *A Midsummer Night’s Scream****.***

Before beginning work on the publications, each team should develop a list of the quality measures (criteria) for each publication. Once the team’s list has been developed, team members must partner with representatives of other teams to discuss and evaluate the criteria. Discussions, revisions, and collaborations must continue until one set of criteria has been developed for each publication.

Once the class set of criteria has been developed, the class should determine what criteria will be used as a rubric for evaluation of the assignment. For example, will the projects be evaluated as Above Standard, At Standard, and Below Standard, or by some other quantifier?

Resources for graphics and layouts may be found online at

* <http://desktoppublishing.com/dtplinks.html>
* <http://www.pixelsight.com>

Details about the play are as follows:

* Opening night is October 31
* Show times are 7:30-10:00 nightly
* The play will run for 6 consecutive nights
* Tickets are $7.50 for adults, $3.50 for children under 12, and $6.50 for senior adults
* Cast members (each student will select a character):
  + *Student Name–* Ghoul
  + *Student Name–* Man in raincoat
  + *Student Name –* Young man
  + *Student Name –* Young woman

**Play Synopsis Suggestions**

It was a dark and rainy night …As the ghoul crawled out of the …The man with the raincoat watched the young man and woman cross the street …The door shuddered with the impact of …Suddenly the lights flickered and flashed out as the…

***A Midsummer Night’s Scream***

Instructions: This is our production. We have rehearsed hours and hours, and we are ready to perform. But, our publicity coordinator has quit! Can you help? Nothing has been started, but Ms. Hitchcock has assured us that you are the best designer in the school. Get several of your friends and help us get our advertising out in time. There's a deadline! Our production is to start on the 31st of next month. So let's get cracking! Here's the essential information you'll need to design a flyer, a program, and a newspaper advertisement. The play starts at 7:30 p.m. and runs every night through November 5th, a total of six nights. We'll perform in the Light Bulb Theater. In our cast, we have the leading man, Mr. Cute, and opposite him is Miss Sweet. The butler is Mr. Clean.

There are various secondary parts, please see Ms. Hitchcock for their names and bios. You may interview any of the casts and include the publicity photos you take.

1. **Design a Tri-Fold Brochure**

Design a tri-fold brochure which advertises the date, time, place, ticket cost, and play synopsis for ***A Midsummer Night's Scream*.**

* On paper, sketch out the design of the brochure.
* Determine the page layout (graphics and text).
* Use the desktop publishing program to develop the brochure and to add text and graphics to the brochure

1. **Design the Flyer**

Design an 81/2" by 11" flyer which advertises the date, time, place and cost of tickets for ***A Midsummer Night's Scream***

* Find or design graphics to use on the flyer. You may draw your own or copy and paste from the Web, if available.
* Pay attention to text size and font.
* Print one edit copy to see if the layout is visually exciting and meets the layout standards. Is it pleasing? Will it grab attention and generate ticket sales for the play? Make any changes.

1. Design the Play Program

Using the information given in the Play Synopsis, design a quad (four) fold program that includes:

* A table of contents listing the pages and page numbers
* An agenda, which often is simply a chronological list of the scenes or acts and intermission
* Short biographies and a photo of each character, including their hometown, educational background and training, and the roles played in other productions. (Team members should design backgrounds and biographies of the actors and may use pictures of themselves dressed up as the characters in the play.)
* Advertisers and sponsors are listed and thanked in full-page or half-page sections in the back of the program. (Advertisers and sponsors may be fictional creations of the team.)

1. **Design a ¼ page Newspaper Ad (3.5 x 4.75in)**

Include the title of the production, the date and time, the place, where tickets are available, ticket prices, the lead actors, and a short description about the play.

1. Print and assemble all of the documents into one package. Distribute the entire package to another team for evaluation. Each team evaluates and rates the other team’s projects using the rubrics developed at the beginning of the activity.
2. Once all projects have been reviewed by all teams, each team should gather to review the comments and evaluations and prepare a list of action statements that will be used to improve their performance on the next assignment.

**1.03 Print Media Kit**

**Company: Eugene Ashley High School**

**Directions:** For this activity, you will work with a team of four to develop a print media kit which includes the following components:

* A cover letter
* A brochure
* A press release
* Business cards
* Your company mission and history
* Biographies and credentials of key personnel

# *Cover letter*

Design a fairly short letter which introduces the company and the company contact person. Address the letter to a specific person. A database of target companies and mail merge will personalize the letter and speed up the process

# *Brochure*

Design a brochure to provide information on your products or services, describe a special event, or highlight your company's unique skills.

# *Press Release*

The press release should inform the media about a new product or service, a special award or recognition, or a new partnership with another company. Many templates are available online and in computer software programs. The press release may be printed on company letterhead.

# *Business Cards*

Include company name, address, and web address and personalized information for a company representative

# *Company mission and history*

Include two-three paragraphs that describe the company’s mission and the history of the company and its origin.

# *Biographies and credentials of key personnel*

This information should describe the education, training, experience, special project commendations, and credentials of key personnel.